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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
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| 09/899,809 | 07/05/2001 | Andrew Sullo | EZCD:002US | 9653 |

7590 02/28/2006

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A REGISTERED LIMITED LIABILITY PARTNERSHIP
600 CONGRESS AVENUE, SUITE 2400
AUSTIN, TX 78701

EXAMINER

BASEHOAR, ADAM L

ART UNIT

PAPER NUMBER

2178

DATE MAILED: 02/28/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

| | | | |
|------------------------------|------------------------|---------------------|--|
| Office Action Summary | Application No. | Applicant(s) | |
| | 09/899,809 | SULLO ET AL. | |
| | Examiner | Art Unit | |
| | Adam L. Basehoar | 2178 | |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 21 December 2005.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-3,6,7,14,18-20,22,23,29 and 30 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-3,6,7,14,18-20,22,23,29 and 30 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____. |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____. | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____. |

DETAILED ACTION

1. This action is responsive to communications: The RCE filed 12/21/05.
2. Claims 4, 8-10, 12-13, 21, 27-28, and 31-32 have been cancelled as necessitated by Amendment.
3. The rejection of claims 1-4, 6-10, 12-14, 18-23, and 27-32 under 35 U.S.C. 103(a) as being unpatentable over Witek et al (6,253,188 06/26/01)(Hereafter Witek) in view of the eBay references has been withdrawn as necessitated by Amendment.
4. Claims 1-3, 6-7, 14, 18-20, 22-23, and 29-30 are pending in the case. Claims 1, 14, and 22 are an independent claims.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 14, 22, and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Witek et al (6,253,188 06/26/01)(Hereafter Witek) in view of Yacoby et al (US-6,516,311 02/04/03).

-In regard to independent claims 14 and 22, Witek et al teach a method and computer readable media for associating information from print media with online information via a identifier, comprising:

receiving input (classified ad text and search criteria)(Fig. 16a: 320) from an entity (Fig. 16a : “user”), the input defining an online classified advertisement (Fig. 16a: 304: “PLACE AN AD”);

associating a database address for the online advertisement (defined by the newspaper website server URL)(column 22, lines 15-44; column 55, lines 58-67; column 56, lines 1-7)(Fig. 16a: 300) with an identifier (Ad Text, Search Criteria, Name & Address Info)(Fig. 16a: 320) of the entity (user) (Fig. 16a: 300);

associating the identifier with a print classified advertisement (Fig. 16a: 316) corresponding to the online classified advertisement (Fig. 16a: 320);

providing an online query field (Fig. 10: 148)(column 28, lines 45-47) at a network site (Figs. 6: 104, 106, 108) configured to receive the identifier from a remote user (Fig. 6: 100); and

providing a link to the database address in response to receipt of the identifier so that a viewer of the print classified advertisement was directed to the corresponding online classified advertisement (column 46, lines 42-57)(Fig. 7: 126, 128, 130).

Witek et al also teach wherein searched classified ads could list an associated telephone number (column 47, lines 11-12) and wherein the write-in field identifier was used to search against the actual ad text (column 28, lines 42-48). Witek et al does not specifically teach wherein the searchable ad text (i.e. an identifier of the specific advertisement) included the associated telephone number. Yacoby et al teach a user entering a telephone number identifier and returning an associated web page corresponding to the telephone number (column 3, lines 13-21 & 36-54). It would have been obvious to one of ordinary skill in the art for the user of Witek et al to have been able to search the classifieds ads by a specific telephone number as

shown in Yacoby et al, because Witek et al teach by utilizing a telephone number identifier the user would then be able to contact the advertisement seller about the specific advertisement (column 47, lines 11-12).

-In regard to dependent claim 23, Witek et al teach wherein the instructions comprise HTML code (column 5, lines 64-67; column 6, lines 1-33; column 22, lines 1-44; "HTML").

7. Claims 1-3, 6-7, 18-20, and 29-30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Witek et al (6,253,188 06/26/01)(Hereafter Witek) in view of Yacoby et al (US-6,516,311 02/04/03) in further view of eBay as described in reference (1): Archive.org, "eBay.com," 10/13/99, pp. 1-5,
<http://web.archive.org/web/19990922025502/http://www.ebay.com/index.html>,
<http://web.archive.org/web/19991012093736/pages.ebay.com/search/items/search.html> & reference (2): Joseph Sinclair, "Ebay the Smart Way: selling, buying, and profiting on the Web's #1 auction site," 12/31/99, pp. 1-5,
<http://www.netLibrary.com/urlapi.asp?action=summary&v=1&bookid=8549>.

-In regard to independent claim 1, Witek et al teach a system for correlating a identifier (column 23, lines 44-67; column 24, lines 1-33; column 28; lines 42-49; column 29, lines 28-34) to a database address, comprising:

a graphical user interface (Fig. 1: 22; Fig. 6: 102) configured to direct a remote user to a network site (Fig. 6: 104 & 106) that receives the identifier as an input (column 23, lines 44-67;

column 24, lines 1-33; column 28; lines 42-49; column 29, lines 28-34: specifically drawn to write-in field 148 for searching against the actual text of the ad) and

a server coupled to the network (Fig. 1: 16; Fig. 6: 110) and configured to:

receive the identifier (Fig. 7: 112) (Fig. 10: 148)(column 28, lines 45-47);

correlate the identifier (Fig. 10: 148)(column 28, lines 45-47) with the database address (Fig. 7: 114, 116,...128, 130)(Fig. 16a: 320: Search the stored classified Ad Text), the network address:

being defined by an entity (Fig. 16a: 300: Another User) associated with the identifier (i.e. user who created the classified ad containing ad text, search criteria, and name and address info); and

being associated with the entity's identifier before the identifier was input at the network site (i.e. the identifier (Fig. 16a: 320: Ad Text & Search Criteria) was associated with the entity when the classified ad was created and before the ad was queried by a remote user utilizing the identifier));

and

provide a link to the database address associated with the identifier to direct the remote user to the web page corresponding to the database address (column 46, lines 42-57)(Fig. 7: 126, 128, 130).

Witek et al also teach wherein searched classified ads could list an associated telephone number (column 47, lines 11-12) and wherein the write-in field identifier was used to search against the actual ad text (column 28, lines 42-48). Witek et al does not specifically teach wherein the searchable ad text (i.e. an identifier of the specific advertisement) included the

associated telephone number. Yacoby et al teach a user entering a telephone number identifier and returning an associated web page corresponding to the telephone number (column 3, lines 13-21 & 36-54). It would have been obvious to one of ordinary skill in the art for the user of Witek et al to have been able to search the classifieds ads by a specific telephone number as shown in Yacoby et al, because Witek et al teach by utilizing a telephone number identifier the user would then be able to contact the advertisement seller about the specific advertisement (column 47, lines 11-12).

Witek et al also do not teach correlating a telephone number identifier to a plurality of network addresses. eBay teaches correlating an identifier (Reference 1: Page 2: i.e. by a seller's user ID or alias) to a plurality of network addresses (Reference 1: Page 2: "Find all items currently listed by a specific seller"). It would have been obvious to one of ordinary skill in the art at the time of the invention for Witek et al to have correlated the identifier to a plurality of network addresses, because eBay teaches that by doing so a user would be able to see all of their favorite seller's listings (Reference 1: Page 2: "See your favorite seller's listings) by entering one identifier instead of individually entering each specific item number.

-In regard to dependent claim 2, Witek et al teach wherein the network comprises the Internet (column 5, lines 20-25)(Fig. 1).

-In regard to dependent claim 3, Witek et al teach wherein the network comprises a local area network (column 5, lines 20-25)(Fig. 1).

-In regard to dependent claim 7, Witek et al teach wherein the server was further configured to display an advertisement corresponding to the identifier (column 46, lines 42-57)(Figs. 7: 128 & 130).

-In regard to dependent claim 29, Witek et al teach where at least one of the plurality of web pages comprises news information (columns 23 & 24, lines 44-67 & 1-5)(Fig. 8: 132: Announcements, Employment, etc).

-In regard to dependent claim 30, Witek et al teach wherein at least one of the plurality of web pages comprises commercial information (columns 23 & 24, lines 44-67 & 1-5)(Fig. 8: 132: “Commercial/Industrial”).

-In regard to dependent claims 6 and 18, Witek et al teach wherein the inputted identifier could be up to 99 characters in length (column 29, lines 28-34). Yacoby et al teach wherein the telephone number identifier could comprise a telephone number and optionally other characteristics as a formatted or as an unformatted telephone number (column 5, lines 62-67; column 6, lines 1-47). Neither Witek et al nor Yacoby et al specifically teach or suggest wherein the identifier telephone number comprised an extension.

eBay teaches wherein the identifier for classified ads could be searched by a specific item number associated with a seller alias (Reference 1: Page 2: “By Item Number” & “By Seller”) rather than by searching the by the seller’s User ID or alias. It would have been obvious to one of ordinary skill in the art at the time of the invention for telephone number of Witek et al and

Yacoby et al to have comprised an extension, because eBay teaches accessing a specific advertisement via a specific item number, which would thus allow a user to be directed to the specific item of interest (Reference 1: Page 2: "By Item Number"), and by being an extension of the telephone number, they would have been able to contact sellers about their ads via the phone number (Reference 2: Page 5: "Alias (Log-In Name)".

-In regard to dependent claim 19, Witek et al teach wherein the online query field (Fig. 10: 148) was configured to receive an identifier up to 99 characters in length (column 29, lines 28-34). Yacoby et al teach wherein the telephone number identifier could comprise a telephone number (i.e. without an extension) and optionally other characteristics as a formatted or as an unformatted telephone number (column 5, lines 62-67; column 6, lines 1-47). Neither Witek et al nor Yacoby et al specifically teach or suggest wherein the identifier telephone number comprised an extension.

eBay teaches wherein the identifier for classified ads could be searched by a specific item number associated with a seller alias (Reference 1: Page 2: "By Item Number" & "By Seller") rather than by searching the by the seller's User ID or alias. It would have been obvious to one of ordinary skill in the art at the time of the invention for telephone number of Witek et al and Yacoby et al to have comprised an extension, because eBay teaches accessing a specific advertisement via a specific item number, which would thus allow a user to be directed to the specific item of interest (Reference 1: Page 2: "By Item Number"), and by being an extension of the telephone number, they would have been able to contact sellers about their ads via the phone number (Reference 2: Page 5: "Alias (Log-In Name)".

-In regard to dependent claim 20, Witek et al do not teach displaying two or more URL addresses associated with two or more extensions in response to the receipt of the telephone number without the extension.

eBay teaches wherein the identifier for classified ads could be a user ID or alias (Reference 1: Page 2: "By Seller") which finds all advertisements currently listed by a specific seller. It would have been obvious to one of ordinary skill in the art at the time of the invention for the telephone number (i.e. without an extension) of Witek et al and Yacoby et al to have returned two or more URL addresses associated with two or more extensions, because eBay teaches that by entering a generic user ID or alias (equated to a telephone number without an extension), instead of a specific item number (equated to a telephone number with an extension), a user was displayed links to all the items currently listed by their favorite specific seller and thus a user could contact the seller about any of their advertisements without knowing the specific item number for each advertisement (Reference 1: Page 2" "Find all items currently listed by a specific seller").

Response to Arguments

8. Applicant's arguments with respect to independent claims 1, 14, and 22 have been considered but are moot in view of the new ground(s) of rejection.

With regard to the independent claims, the Applicant argues that the Witek reference and the eBay references fail to teach correlating a telephone number with a plurality of network

addresses. The Examiner agrees with the Applicant, however the Examiner believes said references in view of the newly applied Yacoby et al reference teach said limitations.

In general the Examiner believes the Witek et al reference teach a classified advertisement system wherein a entity may create a plurality of classified advertisements to be posted on the Internet or in a newspaper. The entity may associate with the advertisement, Ad text, search criteria, and name and address information to include their contact telephone number. Witek et al also teach wherein a given user may search for an advertisement stored on the Internet by entering search criteria and search text strings by entering a text string in a query field. The system then queries the advertisement server and returns the advertisements that match the query identifiers. The Yacoby et al reference has been relied upon to teach wherein it was well known in the art to specifically associate telephone numbers with web pages in a database so that users may enter a specific telephone number into a browser or other query field and the corresponding web page would be linked to the user for viewing. Finally, the eBay references have been relied upon to teach the idea of nesting online advertisements to a specific advertising entity. Thus a user seeking an advertisement could both input a more generic identifier which would return all the advertisements associated with that seller or the user could input a more specific identifier which would return only the one advertisement item of interest.

Conclusion

9. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

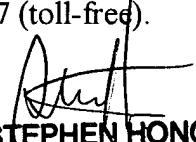
Art Unit: 2178

| | | |
|-----------------|---------|---------------|
| US-2003/0021396 | 01-2003 | Bixler et al. |
| US-6,189,003 | 02-2001 | Leal |
| US-5,812,776 | 09-1998 | Gifford |

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L. Basehoar whose telephone number is (571)-272-4121. The examiner can normally be reached on M-F: 7:00am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steve Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



STEPHEN HONG
SUPERVISORY PATENT EXAMINER

ALB